



172

THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Earl Littman ) ART UNIT: 3688  
Serial No: 10/616,000 ) Confirmation No. 1040  
Filed : July 9, 2003 ) Examiner: Daniel Lastra  
For : METHOD AND SYSTEM OF ADVERTISING)

**Mail Stop Amendment**

The Hon. Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

February 4, 2011

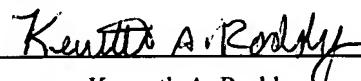
**AMENDMENT FOLLOWING NON-FINAL OFFICE ACTION**

This amendment is accompanied by a Certificate Of Mailing and is in response to the Non-final Office Action dated November 5, 2010. In response to the Office action dated November 5, 2010, please amend this application as follows.

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, postage prepaid, in an envelope addressed to: Commissioner For Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on 2/4/11

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